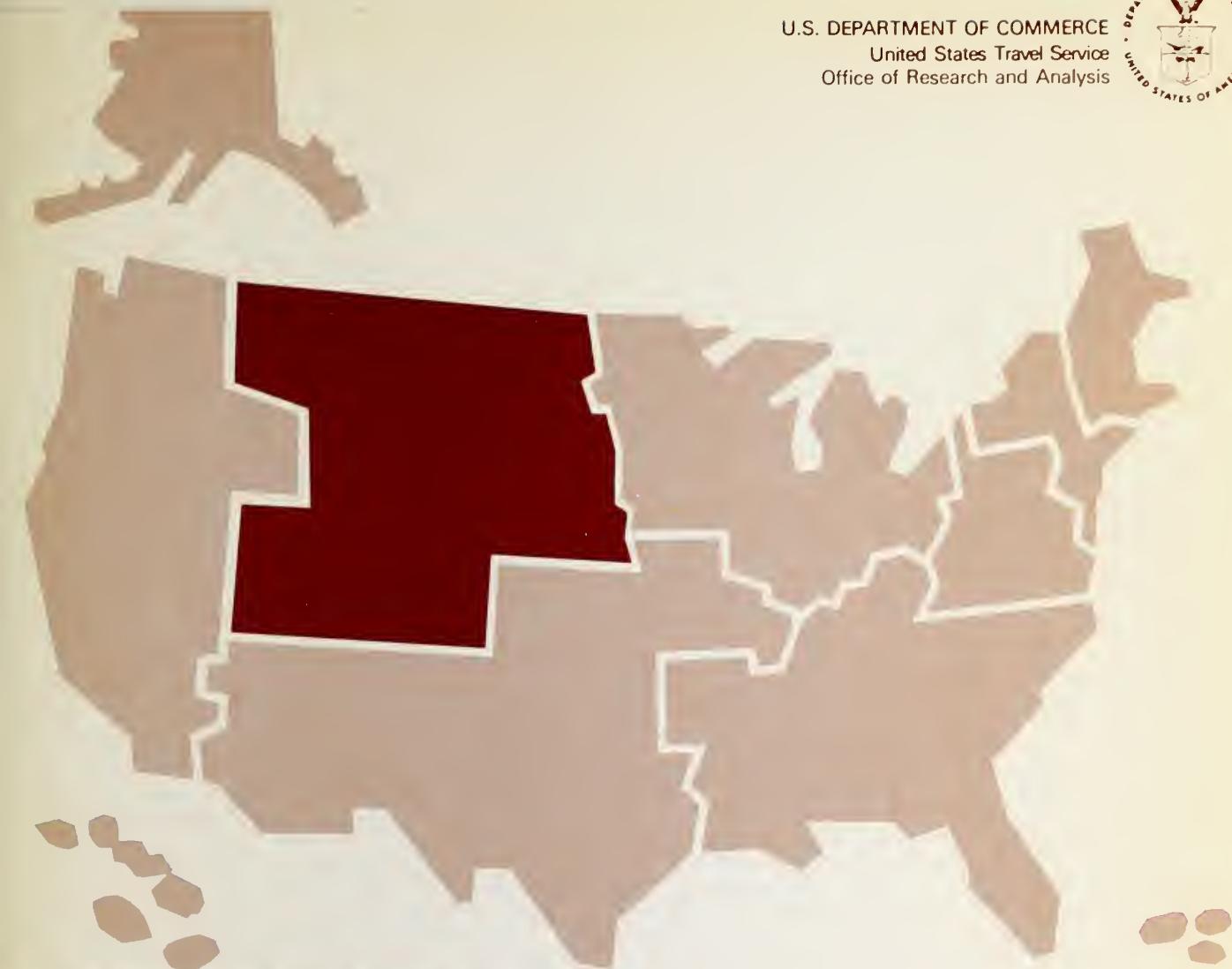


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U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Office of Research and Analysis



VACATION TRAVEL BY CANADIANS IN 1974 IN THE UNITED STATES VOLUME 2 OLD WEST





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VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES VOLUME 2

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata in 1975

Sponsored by
the United States Travel Service,

the Canadian Government Office of Tourism,

the Ministry of Transport (Canada)

the Quebec Ministere Du Tourisme
de la Chasse Et de la Peche

and

the Montreal Star, Ltd.

October 1975





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SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974

I. INTRODUCTION

This report provides an analysis of a survey entitled *Vacation Travel by Canadians in 1974*. The survey was conducted by Traveldata for both the U.S. and Canada. Specifically, sponsors of the 1974 survey were: (1) The United States Travel Service; (2) Canadian Goverment Office of Tourism; (3) Ministry of Transport; (4) Quebec Ministere Du Tourism, De La Chasse Et De La Peche; and (5) the Montreal Star, Ltd.

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. In addition the analysis incorporates some of the findings from the prior studies to facilitate trend analysis during the 1966-74 period.

The report contains 10 volumes. Volume 1—Summary Report—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to various U.S. regions.

- Volume 1: **Summary Report**—United States.
- Volume 2: **New England**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
- Volume 3: **Eastern Gateway**—New Jersey, New York.
- Volume 4: **George Washington Country**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

- Volume 5: **The South**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
- Volume 6: **Great Lakes Country**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
- Volume 7: **Old West**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.
- Volume 8: **Frontier West**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.
- Volume 9: **Far West**—Alaska, California, Idaho, Nevada, Oregon, Washington.
- Volume 10: **The Islands**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

II. METHODOLOGY

This survey was based on a national probability sample involving 6,388 personal interviews with individuals 18 years old and over. The 1974 survey includes data on Canadian travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands) in the figures on Canadian travel to the United States. In previous surveys, the United States category only included data on Canadian travel to the U.S. mainland. For trend analysis purposes, the 1974 survey also includes information on Canadian travel to the entire U.S. Mainland.

Limitations. In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

III. HIGHLIGHTS OF THE FINDINGS

A. Total Canadian Travel in 1974

- In spite of the fuel shortages and higher prices, the proportion of Canadians taking vacation trips in 1974 remained fairly constant, with the 1973 level. Specifically, in 1974 55% of all adult Canadians took a vacation in 1974, compared to the 56% who did so in 1973.
- There was a curtailment of second and third trips, however, which resulted in an overall drop in travel—from 7.7 million trips in 1973 to 7.5 million in 1974.
- Destinations changed somewhat in 1974. Overseas travel increased in popularity (accounting for 14% of all trips, an increase from 11% in the previous year). As a result, North American travel experienced a marginal decline.
- Travel to the United States remained fairly constant in spite of the 1974 economic difficulties. In 1974, 22% vacationed on the U.S. Mainland, only slightly below the 1973 level of 22%.
- Vacation travel was less common among residents of the Maritime Provinces, while those who did travel indicated a much greater interest in Ontario and Western Canada, and less interest in New England and other U.S. coastal areas.
- Residents of Quebec, on the other hand, tended to travel more within their home province.
- The growth in foreign travel occurred primarily among residents of Ontario and Prairie Provinces.
- One of the most dramatic changes in 1974

travel patterns was with air travel. The proportion of trips taken by air remained constant at 17% from 1969 until 1972. Then, in 1973, it rose to 24% and in 1974 increased to a record 32%.

- Much of this growth was due to the increase in overseas travel and a switch from the automobile on trips to the United States, probably because of the fuel crisis. Travel in Canada also experienced a decline in automobile travel in favor of air travel.
- Another very significant change in 1974 was a 21% increase in expenditures from an average of \$396 per trip to \$479.
- Projecting these expenditures, Canadians spent, in total, \$2.39 billion on vacation travel in 1974, up from \$2.06 billion in 1973, an overall growth of 16.2%.
- Visiting friends or relatives became more common among vacationers in Canada. In 1974, 52% were motivated by that purpose, compared with 48% in 1973.
-
- **B. Canadian Vacation Travel to the U.S. in 1974**
- The U.S. (including the U.S. Islands) received 3.9 million Canadian vacation visitors who spent an estimated \$631 million while traveling in the U.S. in 1974.
- In 1974, the U.S. Mainland received 3.6 million Canadian vacation visitors (down 13% from 1973) who spent approximately \$540 million while traveling in the U.S. (up 12% over 1973). The average per capita expenditure per trip in the U.S. was \$242.
- In 1974, the largest proportion of Canadian vacation arrivals in the U.S. was received by the Far West (20%), followed by the South (19%), New England (16%), the Eastern Gateway (13%), the Great Lakes Country (11%), the U.S. Islands (7%), the Old West (5%), George Washington Country (5%), and the Frontier West (4%).
- In 1974, the largest proportion of Canadian vacation expenditures in the U.S. was received

by the South (26%), followed by the Far West (22%), the U.S. Islands (14%), the Eastern Gateway (9%), the Great Lakes Country (7%), New England (7%), the Frontier West (5%), the Old West (4%), and George Washington Country (4%).

- Attitudes toward travel within Canada compared with the United States changed slightly. Between 1973 and 1974 Canada appeared to have re-enforced its traditional image of "interesting wilderness" and "recreational attractions;" and to have less of a "remoteness" perception; while the United States strengthened its appeals of "entertainment," a "sense of freedom," warm weather, and educational advantages.

- Some of the improvement in the image of the United States could be attributed to the fact that at the time of the previous survey (December, 1973), with the threat of the "Energy Crisis," the U.S. could have been perceived as far less accessible with travel much more inhibited than at the time of this current survey.

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:

- George Washington Country, The South, the Great Lakes Country, and the Frontier West received the majority of their visitors from Ontario, whereas New England received the majority of its Canadian visitors from Quebec. Both Ontario and Quebec were important sources for visitors to the Eastern Gateway. British Columbia was the most important source of visitors to the Far West and the U.S. Islands. The Old West received most of its Canadian vacationers from the Prairie Provinces.

- Sightseeing was the most popular activity for Canadian vacation travelers to George Washington Country, the Old West, the Frontier West, the Far West and the U.S. Islands. Travel to the Great Lakes country was primarily to visit friends or relatives.

The largest proportion of visitors to the South traveled to that area to spend time at a vacation spot. Canadian travel to New England and the Eastern Gateway was both to visit friends and relatives and to spend some time at a vacation spot.

- The auto was primarily used in Canadian vacation travel to New England, the Eastern Gateway, George Washington Country, the Great Lakes Country, the Old West. The primary mode of transport used to travel to the South, the Frontier West and the U.S. Islands was air. Both air and auto transportation was used by visitors to the Far West.

- Vacation visitors from Canada tended to be from urban areas, notably **Ontario** and **Quebec**, home-owners, married from "adults only" families and young or old. They had attended or completed high school, were in professional and skilled labor occupations and were upscale in income.

- Canadian vacationers traveled to the U.S. in 1974 primarily to spend some time at a vacation spot, to sightsee and visit friends or relatives.

- Auto travel was more prevalent during the summer months while air travel was more popular during the winter. There was approximately 2.36 persons traveling to the U.S. in each party and they spent an average of 11 nights in the U.S. on their trip.

- Canadian visitors to the U.S. who had a **higher than average per capita expenditure per trip** tended to:

- reside in British Columbia, English Quebec, Ontario and the Prairies, and in urban areas;
- visit the U.S. Islands, the South, the Frontier West and the Far West;
- be 30-49 years of age and 50 years and over;
- be married;
- have an upper-middle income;

- be employed in professional/sales/white-collar fields and retired/pensioned;
 - own their own dwelling;
 - have an elementary, high school or technical/preparatory education;
 - be from adult only "families";
 - live in a detached or semi-detached dwelling or townhouse;
 - travel for the purpose of staying at a vacation spot or city sightseeing/shopping;
 - use air transportation;
 - travel from December to March or April to May;
 - stay 12 nights and over on their trip.
 - be male;
 - speak French (Quebec);
- From 1973 to 1974, there was an increase in Canadian travel to the U.S. by:
 - urban visitors,
 - visitors from the Prairies and British Columbia,
 - visitors from cities with populations of over 500,000, and 1,000 to 10,000,
 - apartment dwellers and tenants,
 - visitors aged 40 to 49 years,
 - visitors with family incomes of \$20,000 or more,
 - visitors from 'adult only' families,
 - visitors who traveled to the U.S. to spend some time at a vacation spot,
 - visitors who traveled by air,
 - female visitors,
 - visitors who spent 4-5 nights in the U.S.
- From 1973 to 1974 there was a decrease in Canadian travel to the U.S. by:
 - rural visitors.
 - visitors from the Atlantic Provinces.
 - visitors from cities with populations of under 1,000 and 10,000 to 30,000.
 - home owners.
 - male visitors.
 - visitors aged 18-29 years.
 - visitors who traveled by auto.
 - skilled workers.
 - visitors with family incomes between \$10,000 and \$20,000.
 - families with children, and
 - visitors who spent 1 to 3 nights in the U.S.

SUMMARY OF CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1974

3,880,000 Canadian Vacation Arrivals in the U.S.

- 3,614,000 Canadian vacation arrivals on the U.S. Mainland (-13% from 1973)

\$631 Million Spent in the U.S. by Canadian Vacationers

- \$540 million spent on U.S. Mainland by Canadian vacationers (+12% over 1973)
- \$242 per capita expenditures per trip in U.S.
- \$21 daily per capita trip expenditures in U.S.

Traveler Characteristics

Residence:	Urban (87%) Ontario (39%) and Quebec (25%) English speaking (68%) Population over 500,000 (46%)
Dwelling Status:	Live in single/semi-detached dwelling (65%) Own their own dwelling (62%)
Sex:	Female (54%) and male (46%)
Age:	18-29 years (30%) and 50 years or more (31%)
Marital Status:	Attached (married) (59%)
Education:	Attended or completed high school (50%)
Occupation:	Professional/Mgr./Sales/White-collar (44%) and skilled workers (22%)
Family Income:	\$10,000 to \$20,000 (40%) and \$20,000 and over (24%)
Family Composition:	Adult only (62%)

Trip Characteristics

Purpose:	To spend some time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%)
Mode of Transport:	Auto (48%) and air (39%)
Seasonality:	3rd quarter (43%), July (19%), August (16%)
Mean Length of Stay:	11 nights
Mean Size of Traveling Party:	2.36 persons

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE OLD WEST, 1974

I. HIGHLIGHTS

Approximately 93,000 Canadian vacation trips were taken to the Old West in 1974, representing 6% of the total 1.64 million trips to the U.S. Total vacation arrivals of Canadians in the Old West numbered 211,000 in 1974.

Canadian vacation travelers spent an estimated \$28 million in the Old West, constituting 4% of the total \$631 million spent by Canadians who vacationed in the U.S. Per capita Canadian expenditures on each trip to the Old West amounted to \$181, compared to the national average of \$242. The average number of nights spent by Canadian vacationers in the Old West was 9.3 nights, versus the national mean of 11.5 nights. Daily per capita expenditures of Canadians in the Old West were \$19, compared to the national daily average of \$21.

211,000 Canadian Vacation Arrivals (-15% from 1973)

- 5% of total Canadian vacation arrivals in the U.S.
- 7th most popular region in U.S. for Canadian vacationers

\$28 million Spent in the Old West by Canadian Vacationers (+40% over 1973)

- 4% of Canadian vacation expenditures in U.S.
- 8th largest recipient of Canadian vacation expenditures
- \$181 per capita expenditures per trip (+24% over 1973)
- \$19 daily per capita trip expenditures (+46% over 1973)

Profile of Canadian Vacation Travelers to the Old West

The most predominant characteristics of Canadian vacation travelers to the Old West in 1974 were: 80% lived in urban areas; 75% came from the Prairie Provinces; 82% spoke English; 81% lived in a single/semi-detached dwelling; three-fourths (75%) owned their own homes; 51% were female; 35% were from 18 to 29 years old; 74% were married; 39% had professional/managerial/sales/ white-collar careers; and 51% had family incomes of \$10,000 to \$20,000.

When considering trips instead of travelers, the most prevalent characteristics of Canadian vacation trips to the Old West during 1974 were: 69% were for sightseeing, and 41% were to visit

Chart 1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE U. S. 1974

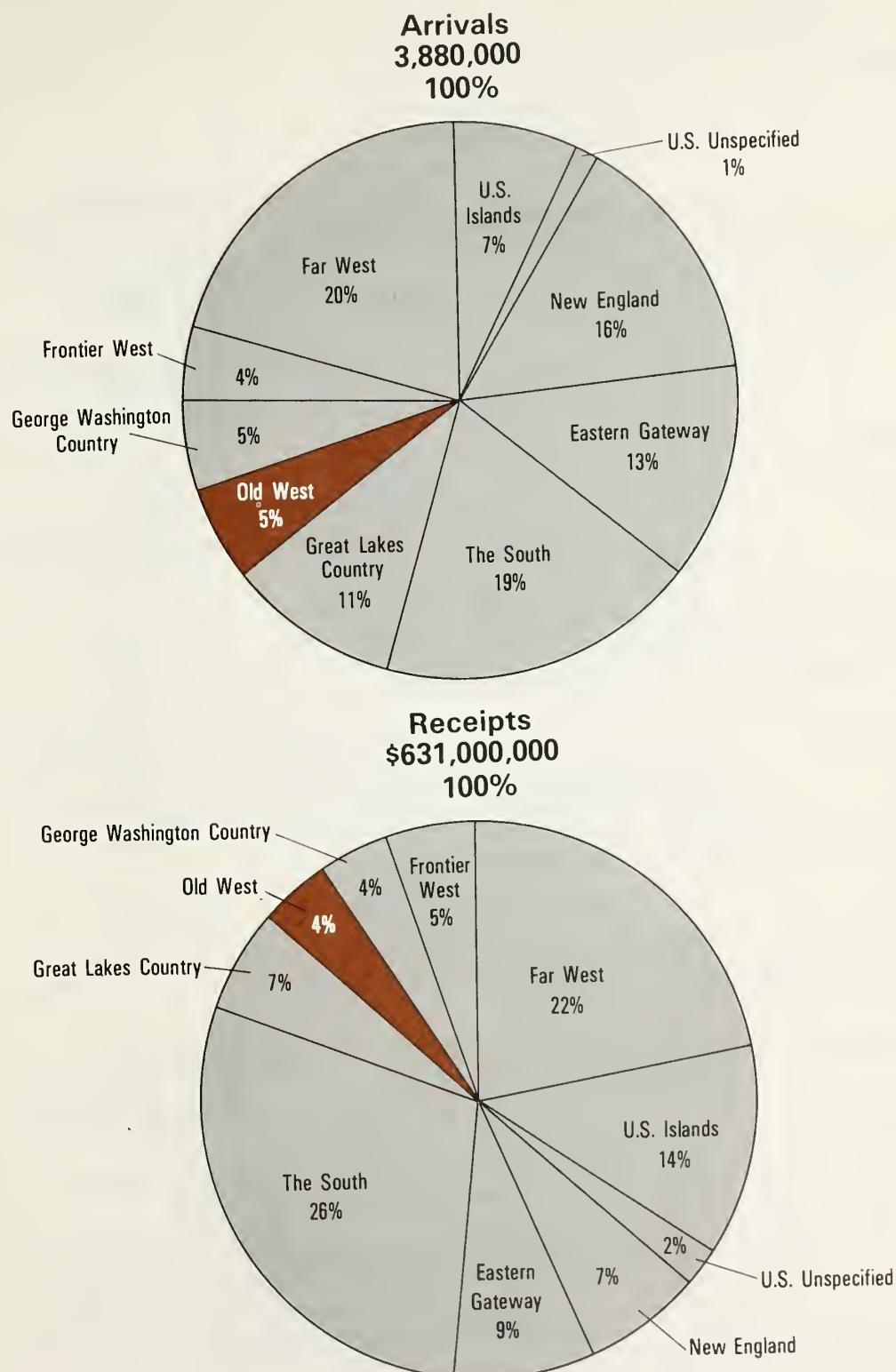


TABLE 1
PROFILE OF 1974 CANADIAN VACATION TRAVELERS TO THE OLD WEST

Traveler Characteristics

Residence:	Urban 80% Prairies (75%) English-speaking (82%) Cities with population between 100,000-500,000 (33%) and 500,000 and over (23%) Prairie residence for auto visitors (81%)
Dwelling Status:	Live in single/semi-detached dwelling (81%) Owner of dwelling (75%)
Sex:	Even distribution with slightly more females (51%)
Age:	18-29 years (35%) and 50 years or more (30%)
Marital Status:	Attached (married) (74%)
Education:	Attended or completed high school (46%)
Occupation:	Professional/Mgr./Sales/White-collar (39%) and skilled workers (25%)
Family Income:	\$10,000 to \$20,000 (51%) \$20,000 and over (20%)
Family Composition:	Adults only (53%)

Trip Characteristics

Purpose:	Sightseeing (69%), visit friends or relatives (41%) and to spend some time at a vacation spot (38%)
Main Mode of Transport:	Auto (80%)
Seasonality:	3rd quarter (58%), July (32%), August (21%)
Mean Length of Stay:	9 nights
Mean Size of Traveling Party:	2.26 persons

Significant Changes in Canadian Vacation Travel to the Old West from 1973 to 1974

- Increase in:
 - visitors who lived in single/semi-detached dwellings (67% to 81%)
 - visitors who owned their own dwellings (59% to 75%)
 - visitors aged 30-39 years (10% to 24%)
 - attached (married) visitors (55% to 74%)
 - visitors who spent some time at a vacation spot (21% to 38%) who went sightseeing (37% to 69%) and who attended sports/festivals or other special events (6% to 16%)
 - visitors during August (10% to 21%)
 - visitors staying 4-5 nights (11% to 25%)

TABLE 1—Continued

- Decrease in:
 - visitors from cities with a population of over 500,000 (38% to 23%)
 - visitors who lived in apartments (27% to 9%)
 - tenants (39% to 24%)
 - visitors aged 18-29 years (52% to 35%)
 - unattached visitors (45% to 26%)
 - visitors with a family income of \$5,000 to \$10,000 (31% to 18%)
 - visitors staying 1-5 nights (29% to 16%)

Significant Differences Between Canadian Vacation Travel to the Old West and to the U.S. as a Whole

- The Old West had a much higher proportion of:
 - visitors from the Prairies
 - English speaking visitors
 - visitors from cities with a population between 100,000 and 500,000
 - visitors who owned their own dwelling
 - attached (married) visitors
 - visitors who traveled to go sightseeing
 - auto visitors
 - visitors during the 3rd quarter of the year
 - visitors who live in single/semi-detached dwellings
 - visitors staying 4-5 nights
- The Old West had a much lower proportion of:
 - visitors from Quebec and Ontario
 - French (Quebec)-speaking visitors
 - visitors from cities with a population of over 500,000
 - tenants
 - unattached visitors
 - air visitors
 - visitors who live in apartments
 - visitors during the 1st quarter of the year

friends and relatives; 80% were by car; 58% took place during the third quarter; and the average length of stay was 9 nights.

II. DETAILED FINDINGS

The detailed findings of the characteristics of Canadian vacation travel to the Old West during 1974 are presented within the following descriptive sub-categories: (A) Arrivals/Receipts; (B) Traveler Characteristics; and (C) Trip Characteristics.

A. Arrivals/Receipts

In 1974, the Old West ranked as the seventh most popular destination for Canadian vacation travelers to the U.S. and as the eighth largest receiver of Canadian vacation receipts. The Old West received approximately 5% of the total Canadian vacation visitors to the U.S. and 4% of the tourism receipts in 1974.

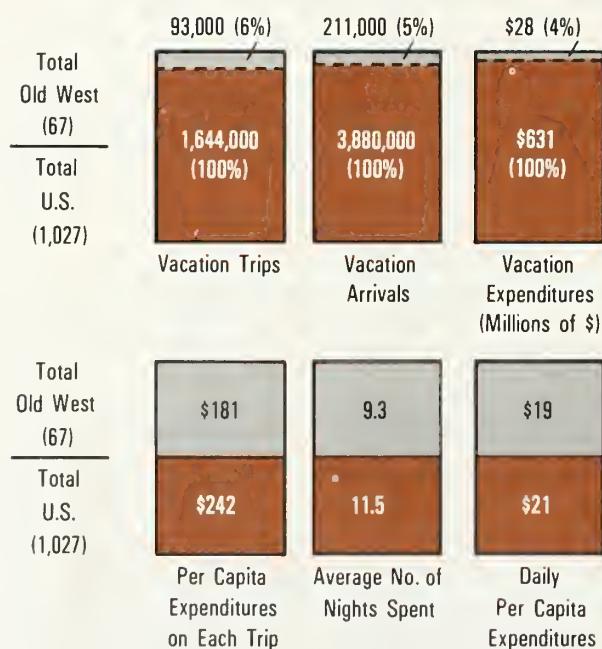
Specifically, the Old West received an estimated 211,000 of the 3.9 million Canadians who vacationed in the U.S. in 1974. (An additional

31,000 Canadians visited the Old West on their trips to other U.S. regions). Of the \$631 million spent in the U.S. in 1974, the Old West received about \$28 million from these visitors, representing a significant 40% increase over the \$20 million recorded in 1973. On the other hand, the 211,000 arrivals represented a 15% decrease from the 247,000 arrivals recorded in 1973.

The primary reason for the decrease in Canadian vacation arrivals can be attributed to the depressed economic situation in Canada, which was largely a result of the energy crisis. Relatively high inflation and unemployment, which decreased the purchasing power of the consumer, also resulted in the cancellation or postponement of vacation trips to the Old West.

Many persons who normally would have taken an auto trip to the Old West cancelled or changed their plans, first because of fears of not being able to obtain gasoline and later because of the high price of gasoline. On the other hand, the increase in expenditures may be attributed to inflation and higher cost in the U.S. and to the changing composition of the Canadian traveler to the Old West during that period. In 1974, the Old West generally received the more wealthy highly educated visitors than it did in 1973. In addition, there was a significant increase in travel to the Old West for the purpose of sightseeing or spending time at a vacation spot, which traditionally represent higher trip expenditures. The 1974 Canadian per capita expenditure per

Chart 2
**CHARACTERISTICS OF CANADIAN
 VACATION TRIPS TO THE OLD WEST
 (1974 Expenditures in U.S. Only)**



trip in the Old West was \$181, a 24% increase over the \$146 recorded in 1973. The 1974 daily per capita trip expenditure in the Old West was \$19, 46% higher than the \$13 recorded in 1973. (See Appendix B-3.)

B. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1974 Canadian vacation travelers to the Old West: destination; urban/rural residence; residency by province; language; size of city of residence; residence of auto/air visitors; type of dwelling occupied/ownership; sex; age; marital status; education; occupation of head of household; family income; and family composition.

Destination

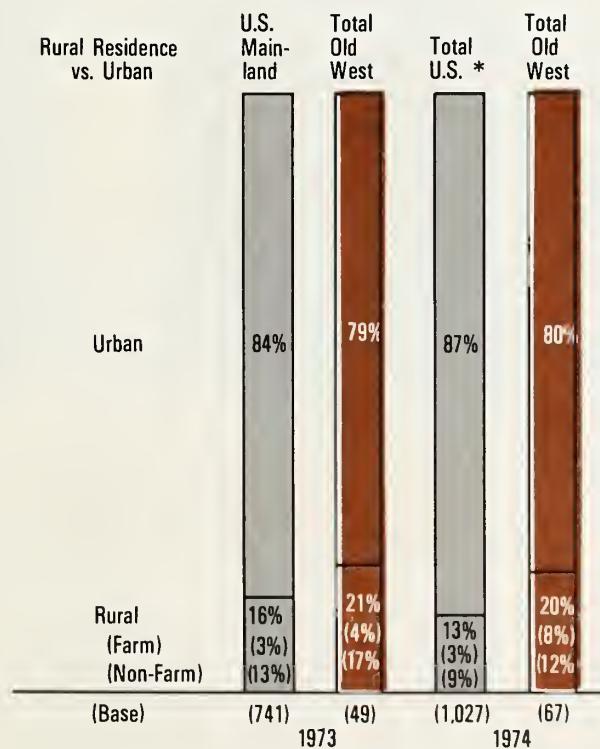
The Old West received 5% of the Canadian vacationers who traveled to the U.S. in 1974. With respect to Canadian vacation trips to multiple destinations, Canadian vacationers whose primary destination was the Old West also visited other areas in the U.S. Approximately 43% of the Canadian visitors to the Old West also visited the Far West region while another 24% visiting the Old West also visited the Great Lakes Country.

Urban/Rural Residence

In 1974, urban residents in Canada visited both the U.S. and the Old West more than did rural Canadian residents. Specifically, 87% of all Canadian vacationers to the U.S. were urbanites while 80% of the visitors to the Old West were from Canada's urban areas.

Chart 3

CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974 BY URBAN/RURAL RESIDENCE



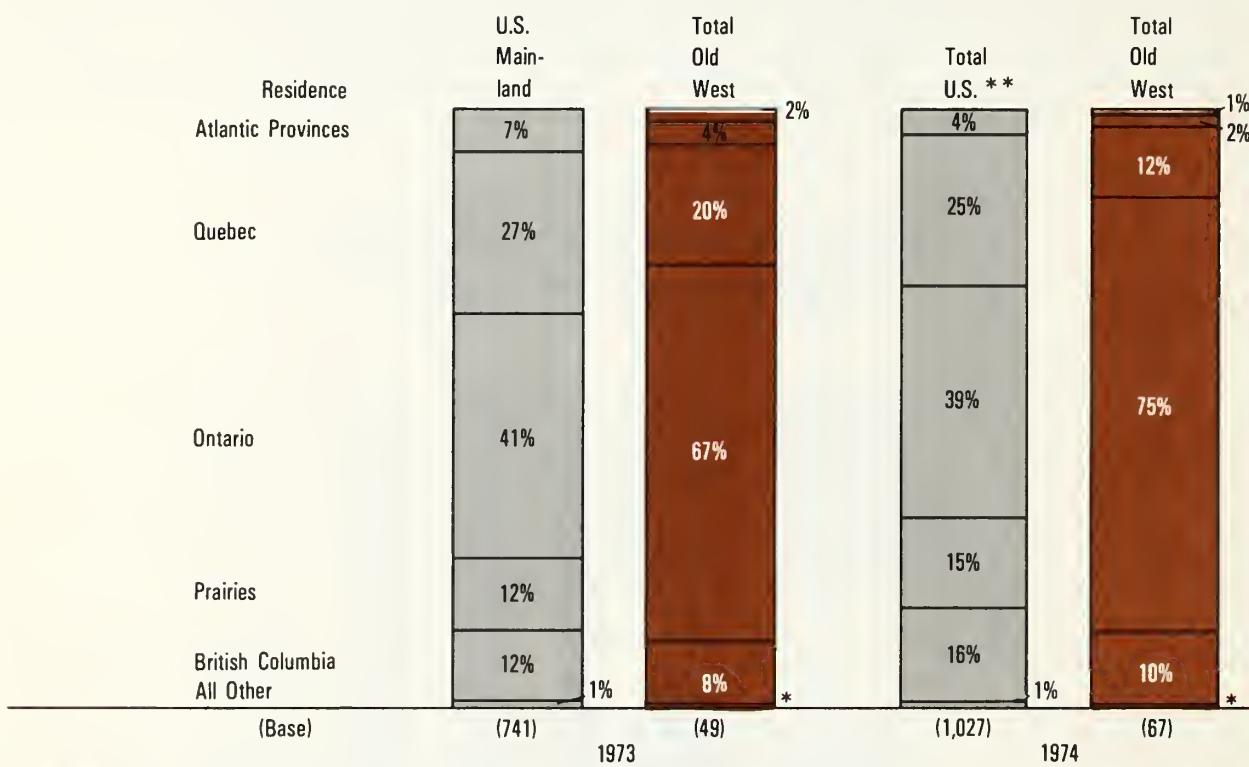
* Includes U.S. Islands

Residence by Province

While Ontario (39%) and Quebec (25%) were the largest generators of Canadian vacation travelers to the U.S. as a whole in 1974, the Prairie

Provinces, due to their proximity to the Old West, were the main generators of travelers to this region. Exactly, three-fourths of all Canadian travelers to this region in 1974 resided in the Prairie Provinces, a substantial increase over the 67% recorded in the previous year.

Chart 4
CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974
BY RESIDENCE



Notes: See Volume I, Appendix II-A for a more detailed breakdown of this chart.

Totals may not add to 100% due to rounding.

* Less than $\frac{1}{2}$ of 1%.

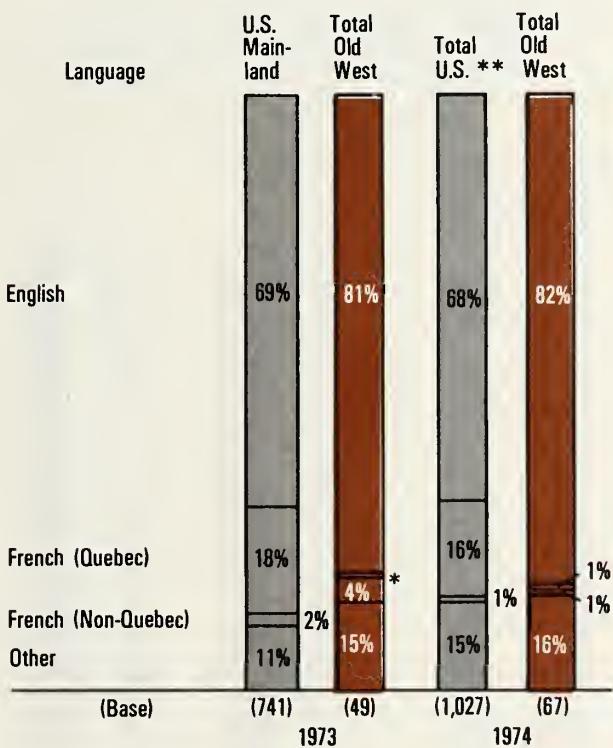
** Includes U.S. Islands.

Language

English was the main language of 68% of all Canadian visitors to the U.S. in 1974. In the Old West, English as the main language was even

more predominant as 82% of the Canadians vacationing in this region spoke English. The relatively small proportion of Canadian travelers to the Old West who spoke French (1%) was a function of the small proportion (2%) of Quebec visitors to this area.

Chart 5
**CANADIAN VACATION TRAVELERS
 TO THE OLD WEST IN 1974
 BY LANGUAGE**



* Less than $\frac{1}{2}$ of 1%

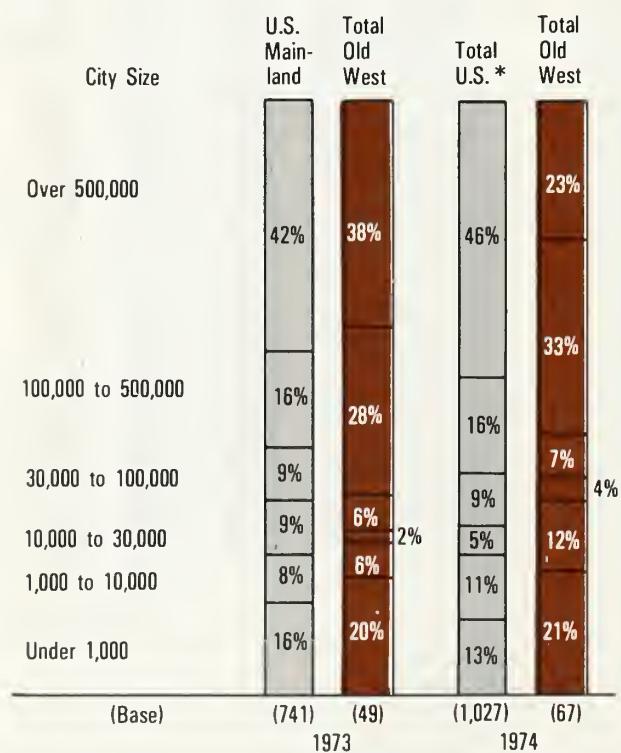
** Includes U.S. Islands.

Size of City of Residence

In 1974, 46% of the Canadians vacationing in the U.S. came from cities with a population of over 500,000. An additional 16% came from cities with a population between 100,000 and 500,000. The residence of Canadian visitors to the Old West polarized into the larger and smaller cities. Specifically, 23% of the Canadian travelers to the Old West came from cities with a population above 500,000, 33% resided in cities

with a population between 100,000 and 500,000, and 33% lived in towns of under 10,000 residents. The most significant change in Canadian travel to this region occurred in the decline in the proportion of residents from large cities. Specifically, the proportion of travelers residing in cities of over 500,000 declined from 38% in 1973 to 23% in 1974. This decrease was primarily due to the decline in visitors from Ontario and the increase in visitors from the Prairie Provinces.

Chart 6
**CANADIAN VACATION TRIPS TO THE
 OLD WEST IN 1974 BY SIZE OF
 CITY OF RESIDENCE**



* Includes U.S. Islands.

Residence of Auto/Air Visitors

For the U.S. as a whole, the 1974 Canadian auto visitors resided mainly in Ontario (39%), Quebec (30%), and the Prairie Provinces (17%).

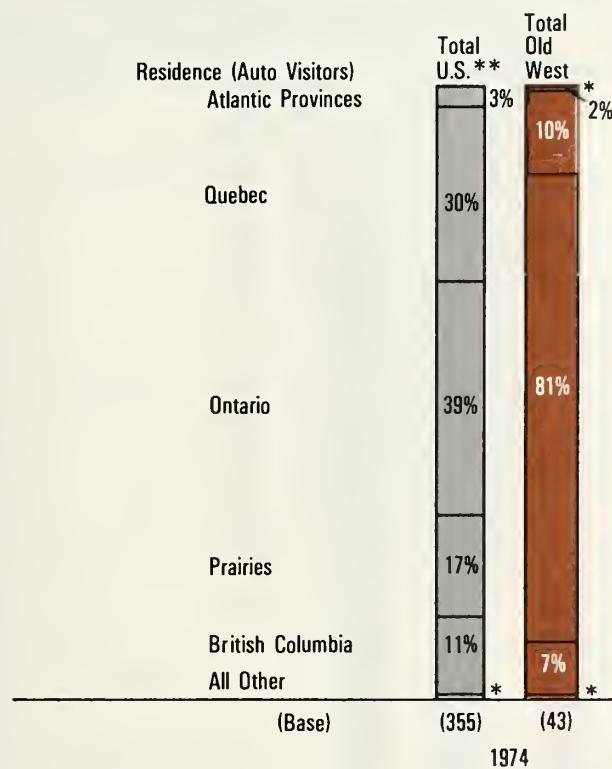
The residence of Canadian auto travelers to the Old West was quite different, however as 81% of the Canadian auto visitors to the Old West were

residents of the Prairie Provinces, only 10% lived in Ontario, and 7% came from British Columbia.

A specific analysis of the residences of Canadian air travelers to the Old West cannot be made due to extremely small sample sizes. (Air travel accounted for only 9% of the Canadian trips to the Old West in 1974).

Chart 7

CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974 BY RESIDENCE OF AUTO VISITORS



Note: See Volume I, Appendix I-K for a more detailed breakdown of this chart.

* Less than ½ of 1%

**** Includes U.S. Islands.**

Type of Dwelling Occupied/Ownership

Canadian visitors to the U.S. in 1974, for the most part, owned their homes (62%) and occupied single or semi-detached-type structures (65%).

In 1974, 75% of the Canadian visitors to the Old West were homeowners and 81% lived in a single or semi-detached-type residence. Only 9% of the travelers to this region lived in apartments, compared to 21% for travels to the nation as a whole.

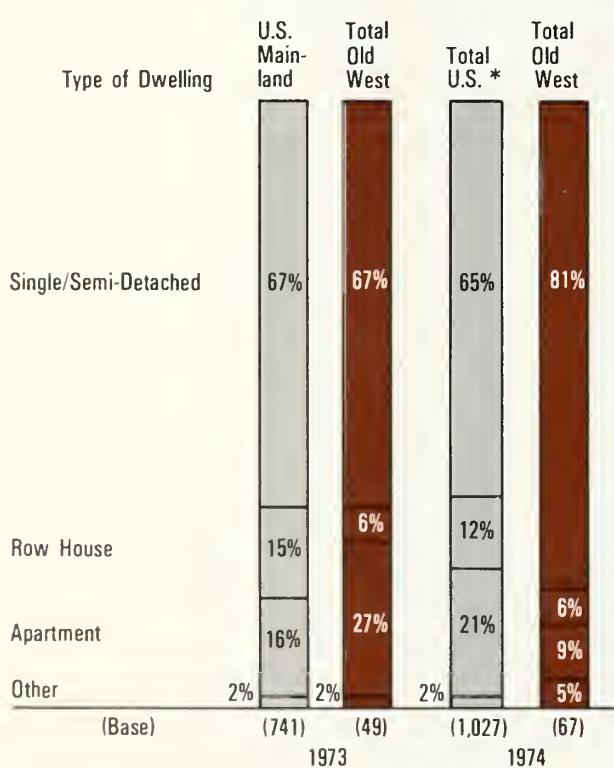
The proportion of travelers to the Old West who were homeowners increased substantially from 59% in 1973 to 75% in 1974. Also, a notable

increase was recorded for those Canadian visitors living in single/semi-detached dwellings -up from 67% in 1973 to 81% in 1974. The proportion of visitors to the Old West who were tenants, however, and who lived in apartments decreased markedly, contrary to the trend for the nation as a whole. Specifically, apartment dwellers declined in importance from 27% in 1973 to only 9% in 1974.

Also contrary to the findings shown for the Canadian travelers to the entire U.S., the trend in the Old West points to an increasing amount of Canadians traveling there who are homeowners and reside in single/semi-detached dwellings.

Chart 8

CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974 BY TYPE OF DWELLING

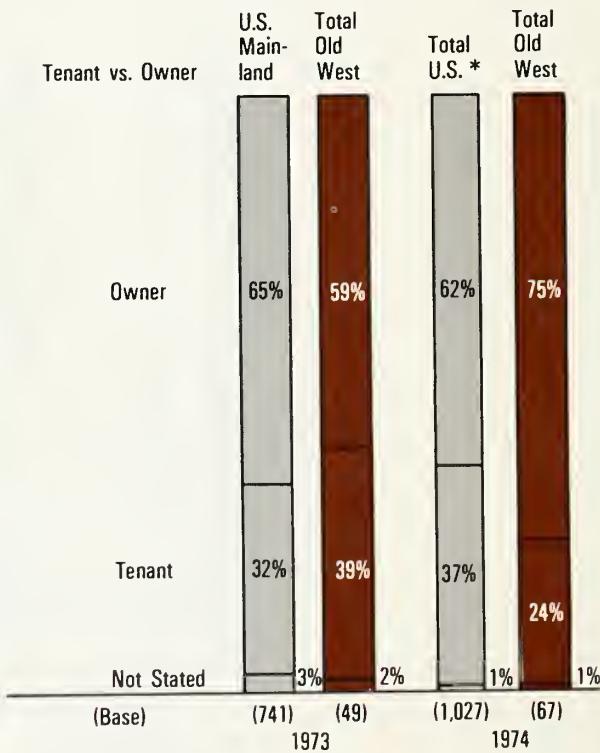


Note. Totals may not add to 100% due to rounding

* Includes U.S. Islands.

Chart 9

CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974 BY DWELLING OWNERSHIP



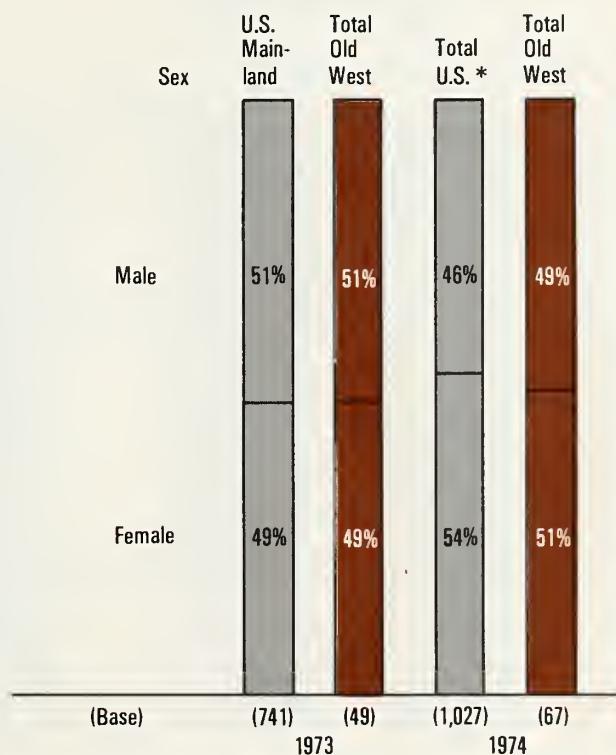
* Includes U.S. Islands

Sex

The distribution of male/female Canadian vacation visitors to the U.S. and the Old West were just about equal in 1974 with 54% of all

Canadian vacationers to the U.S. being comprised of females and 51% to the Old West being females. The proportion of Canadian female vacationers to the Old West increased slightly, from 49% in 1973 to 51% in 1974.

Chart 10
**CANADIAN VACATION TRAVELERS
TO THE OLD WEST IN 1974
BY SEX**



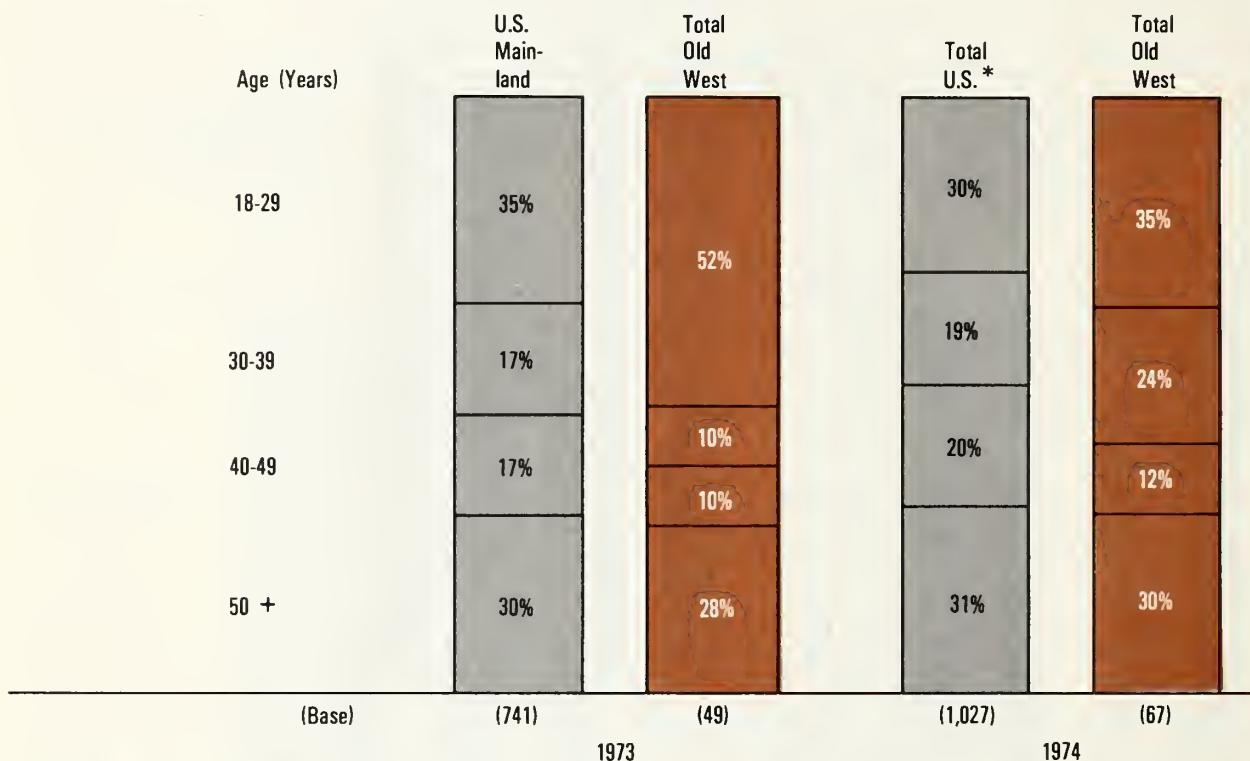
* Includes U.S. Islands.

Age

In 1974, 30% of all Canadian visitors to the U.S. were 18 to 29 years of age and 31% were above 50 years of age. Similarly, a sizable proportion of Canadians traveling to the Old West were in the 18-29 year old age group (35%) and the 50 years or more group (30%).

Between 1973 and 1974, it appears as though the median age of the Canadian traveler has increased. The proportion of Canadians traveling to the Old West who were aged 30 to 39 increased significantly from 10% in 1973 to 24% in 1974. While the proportion aged 18 to 29 years decreased markedly from one half (52%) to only one-third (35%).

Chart 11
CANADIAN VACATION TRAVELERS TO THE OLD WEST
IN 1974 BY AGE



Note: Totals may not add to 100% due to rounding.

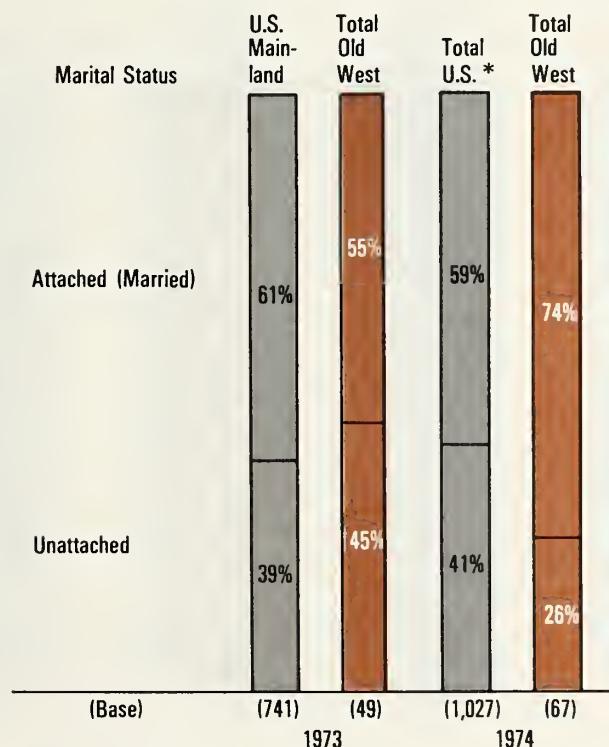
* Includes U.S. Islands.

Marital Status

In 1974, 59% of the Canadian visitors to the U.S. were classified as attached (married) and the remaining 41% was unattached. In comparison, the marital status of the Canadian vacationers to the Old West reflected a greater proportion (74%) of attached travelers in 1974.

The Old West recorded a significant increase in married vacationers visiting this region—up from 55% in 1973 to 74% in 1974, while the proportion of unattached visitors to the Old West correspondingly decreased from 45% in 1973 to 26% in 1974.

Chart 12
**CANADIAN VACATION TRAVELERS
TO THE OLD WEST IN 1974 BY
MARITAL STATUS**



* Includes U.S. Islands.

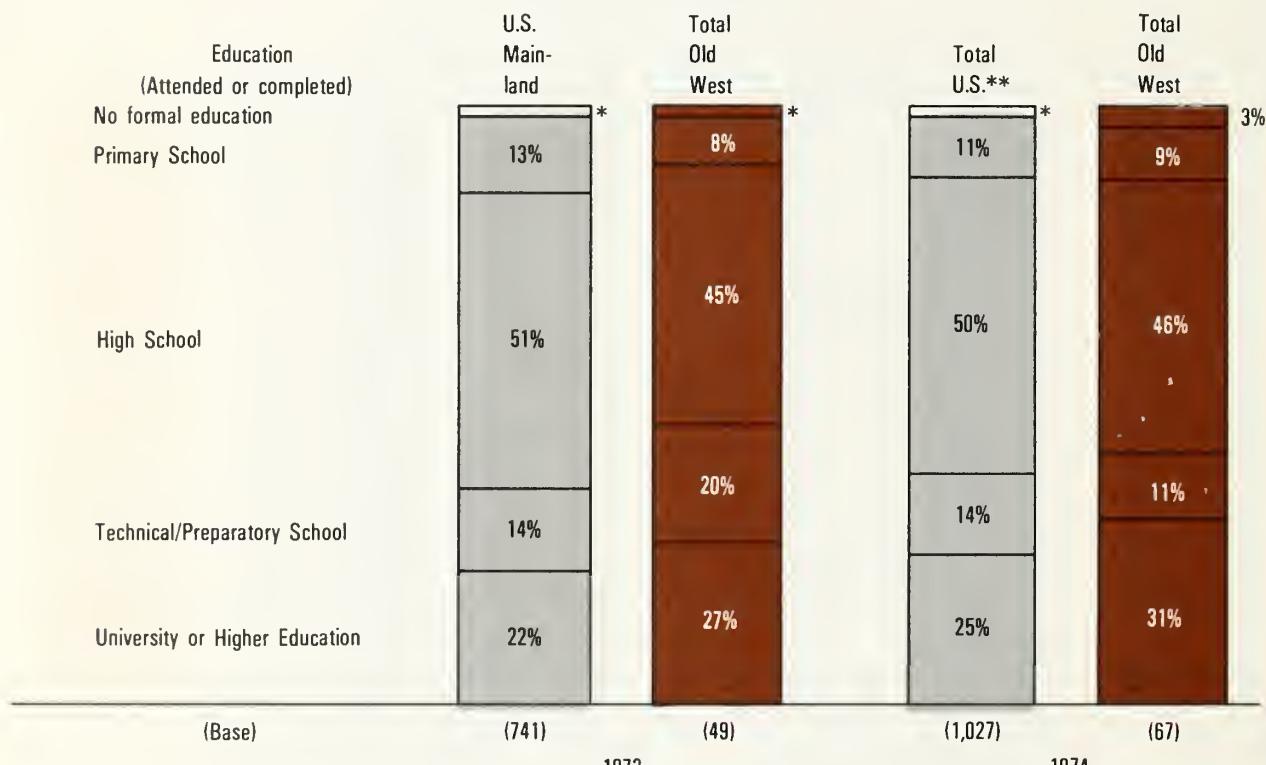
Education

One-half of all Canadian visitors to the U.S. had attended or completed high school in 1974. An additional 25% had university exposure and 14% had training in a technical or preparatory school.

Canadians visiting the Old West in 1974, appeared to be better educated than visitors to other regions as 31% had attended or completed a university education (compared to 25% for the nation as a whole).

Chart 13

CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974 BY EDUCATION



Note: See Volume I, Appendix II-M for a more detailed breakdown of this chart.

* Less than $\frac{1}{2}$ of 1%.

** Includes U.S. Islands.

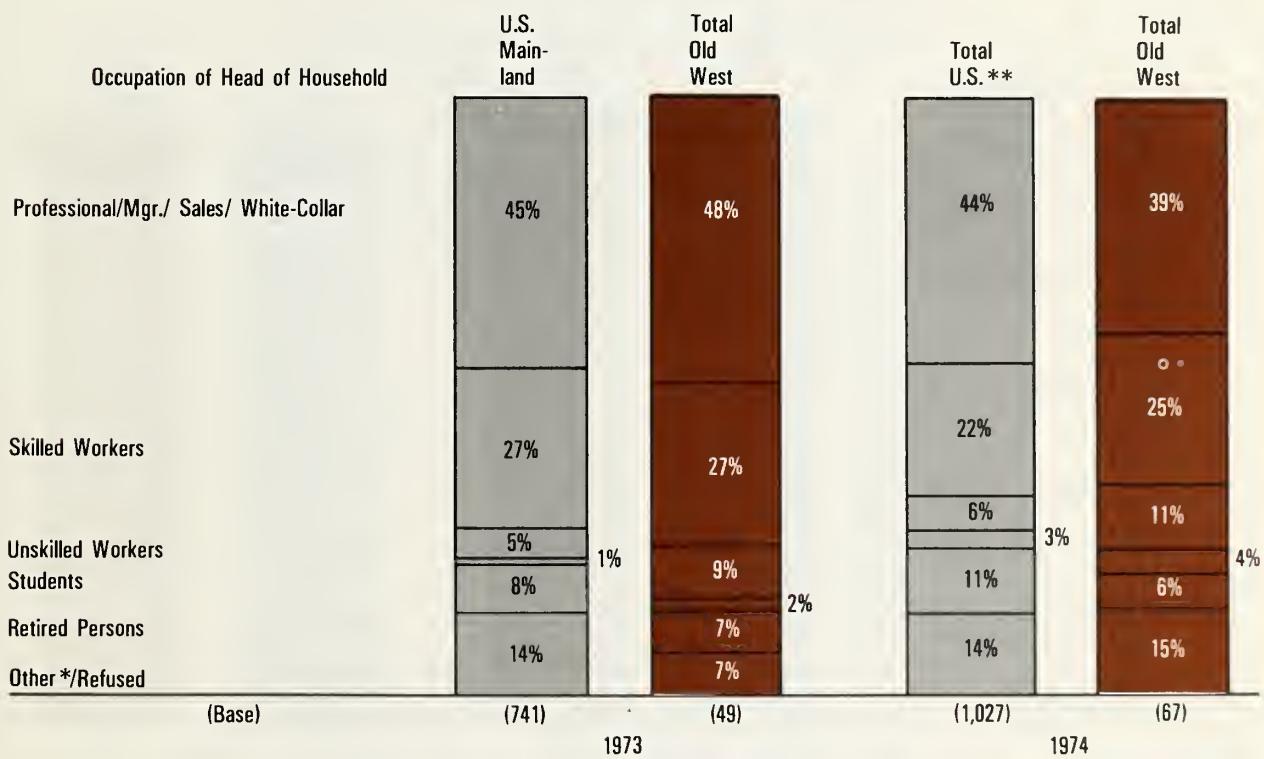
Occupation of Head of Household

The most popular occupations of Canadian household heads who visited the U.S. in 1974 were in the professional/sales/ white-collar field (44%). Skilled laborers were the next most popular group accounting for 22%.

Consistent with the national rankings, persons in professional/sales/white-collar careers accounted for 39% of all Canadian vacationers to the Old West while persons in skilled labor jobs accounted for 25% of the visitors to this region.

Chart 14

CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974 BY OCCUPATION OF HEAD OF HOUSEHOLD



* Primarily includes housewives and farmers.

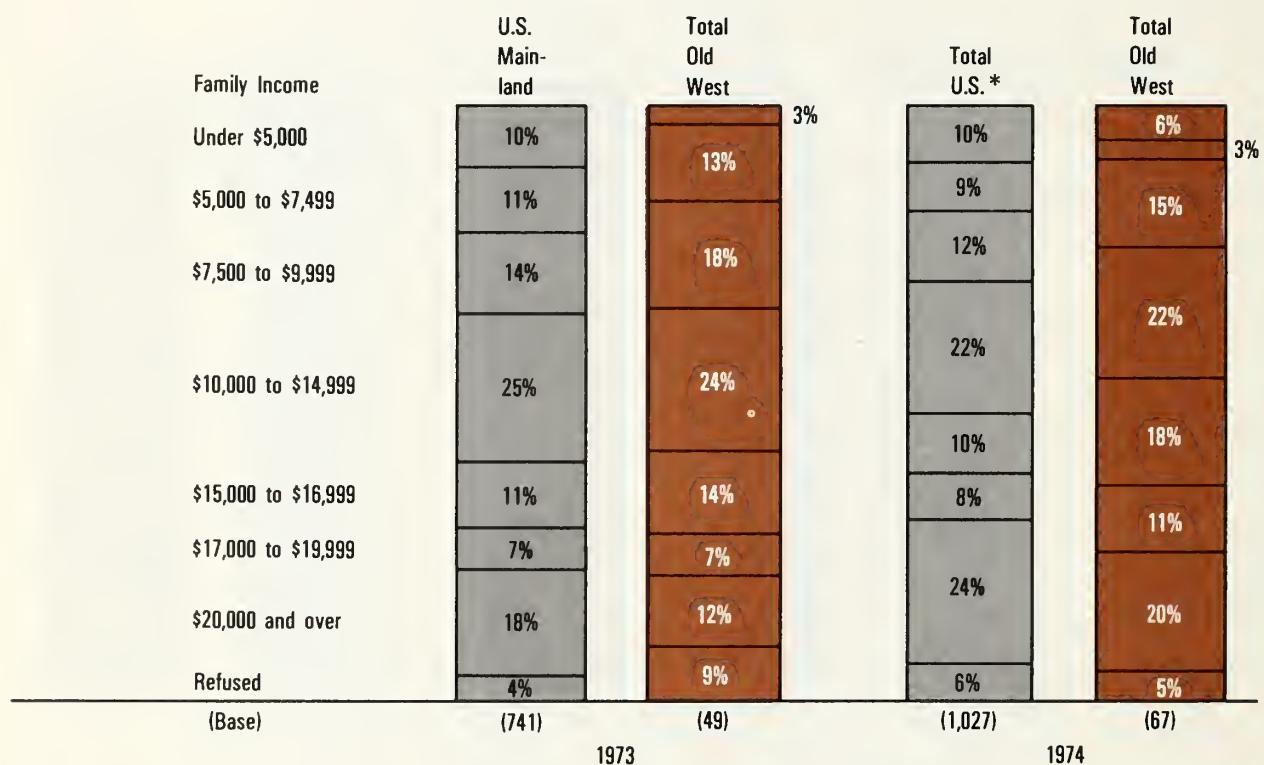
** Includes U.S. Islands.

Family Income

Family income groupings indicated the \$10,000 to \$20,000 group and the \$20,000 and above group accounted for the most Canadian travelers to both the U.S. and the Old West in 1974.

Specifically, 51% of all Canadian vacationers to the Old West had family incomes of between \$10,000 and \$20,000 (compared to 40% for the nation as a whole) and 20% had incomes of \$20,000 and above (compared to 24% for the nation as a whole).

Chart 15
CANADIAN VACATION TRAVELERS TO THE OLD WEST IN 1974 BY FAMILY INCOME



Note: Totals may not add to 100% due to rounding.

* Includes U.S. Islands.

Family Composition

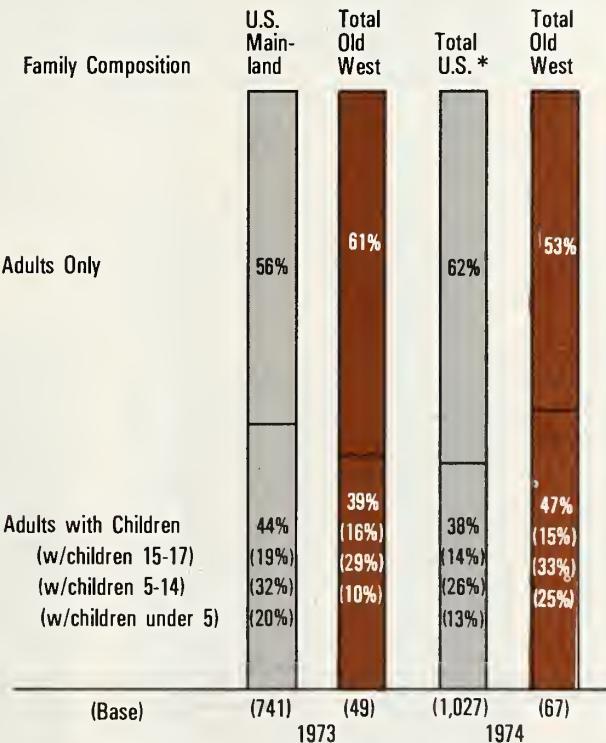
For the U.S. as a whole, Canadian vacation travel by families consisting of "adults only" accounted for 62% of the total visitors during 1974.

The "adult-only" families accounted for over one-half (53%) of all Canadian family travel to the Old West in 1974, a substantial decrease from the 61% recorded in 1973.

Vacation travel by Canadians from families with children aged 5 to 14 represented 33% of the total travelers to the region - somewhat above the national proportion of 26%.

In 1974, the mean number of adults in the household of Canadian travelers to the Old West was 1.78, somewhat above the 1.59 average recorded for visitors to the U.S. as a whole.

Chart 16
**CANADIAN VACATION TRAVELERS
 TO THE OLD WEST IN 1974 BY
 FAMILY COMPOSITION**



* Includes U.S. Islands.

C. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1974 Canadian vacation trips to the Old West: purpose of trip; total adults in party; main mode of transport; seasonality; and length of trip.

Purpose of Trip

Spending time at a vacation spot (37%), sightseeing (36%), and visiting friends and relatives (33%) were among the more popular reasons for Canadian vacation travel to the entire U.S. in 1974.

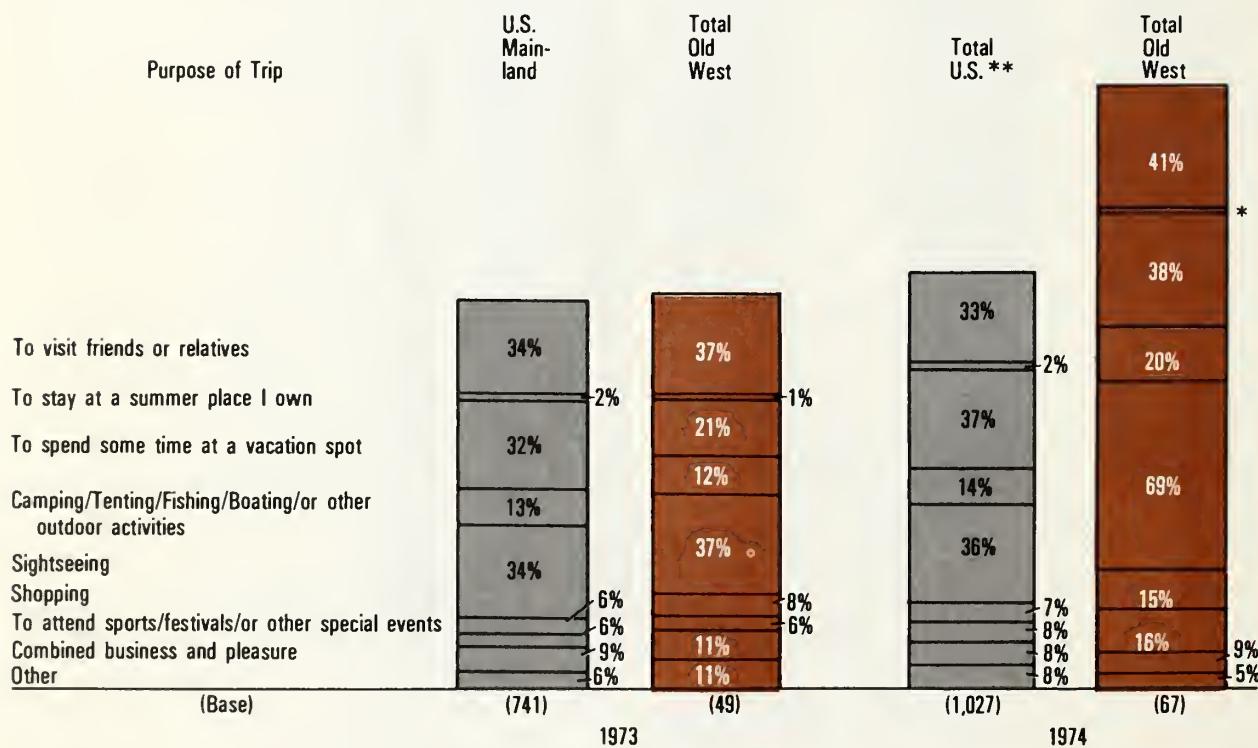
In 1974, the most popular activity of Canadian vacationers in the Old West was sightseeing (69%), followed by visiting friends or relatives (41%) and spending some time at a vacation spot (38%).

From 1973 to 1974 there was a significant increase in traveling to the Old West to spend some time at a vacation spot (up from 21% in 1973 to 38% in 1974) and for sightseeing (up from 37% to 69%).

In comparison with the U.S. as a whole, the Old West received a much higher proportion of visitors whose purpose of travel was sightseeing (69% compared to 36%).

Chart 17

CANADIAN VACATION TRIPS TO THE OLD WEST IN 1974 BY PURPOSE OF TRIP



Note: Includes multiple answers.

* Less than ½ of 1%.

* * Includes U.S. Islands.

Total Adults in Party

The average number of Canadian adults per traveling party visiting the U.S. in 1974 equaled 2.36 persons. Slightly below the national average, the mean size of traveling party to the Old West was 2.26 adult Canadians in 1974.

Main Mode of Transport

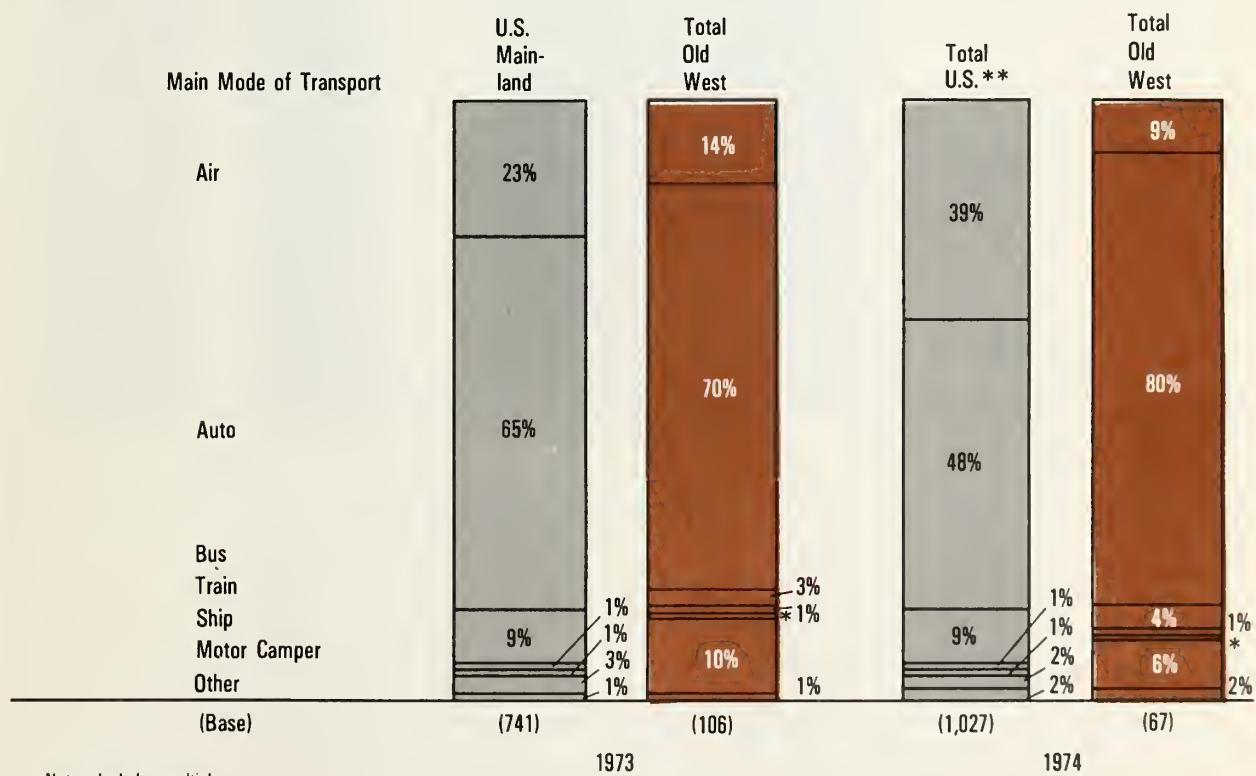
Nearly half (48%) of all Canadian visitors traveled to the U.S. by auto in 1974, while 39% came by air and 9% by bus.

With respect to 1974 Canadian travel to the Old West, the automobile was the primary mode of transport for 80% of the Canadian vacationers.

An additional 9% traveled to the Old West by air and 4% by bus in 1974.

While the energy crisis between 1973 and 1974 appeared to have dampening effects on Canadian auto travel to the U.S. Mainland, Canadian automobile travel in 1974 to this region actually increased from 70% in 1973 to 80% in 1974. The proximity of the Old West to Canada and the shorter trips to this area probably helped to sustain the use of the auto for travel to the Old West. In addition, it was reported that the fuel was available in Alberta and Saskatchewan (two of the three Prairie Provinces), as well as in British Columbia, and that the price of fuel in these areas had not increased substantially in 1974. (As was noted earlier, 75% of the visitors to the Old West came from the Prairie Provinces.)

Chart 18
CANADIAN VACATION TRIPS TO THE OLD WEST IN 1974 BY
MAIN MODE OF TRANSPORT



Note: Includes multiple answers.

* Less than 1/2 of 1%.

** Includes U.S. Islands.

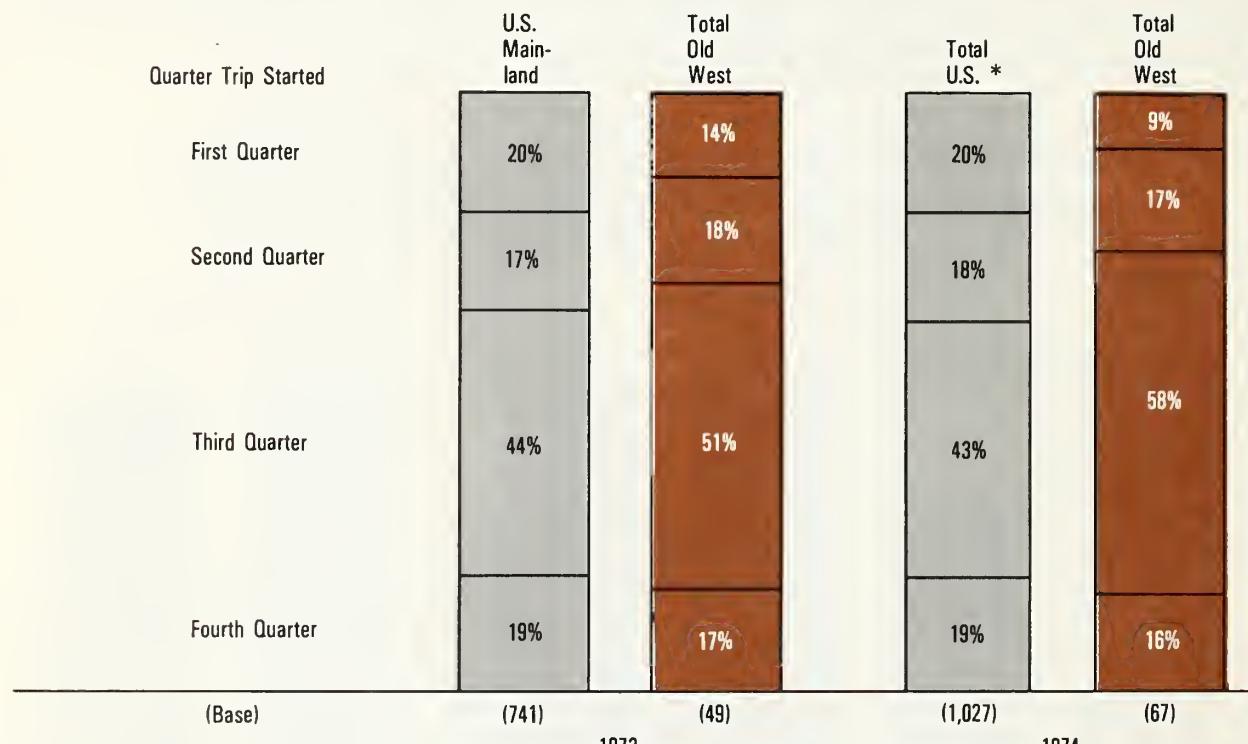
Seasonality

The heaviest period for Canadian travel to the U.S. in 1974 was during the third quarter (43%).

The popularity of third quarter for Canadian travel to the Old West was even more pronounced—58% in 1974—probably reflecting the heavy occurrence of summertime auto vacation travel to this region.

Chart 19

CANADIAN VACATION TRIPS TO THE OLD WEST IN 1974 BY SEASONALITY (Quarterly)

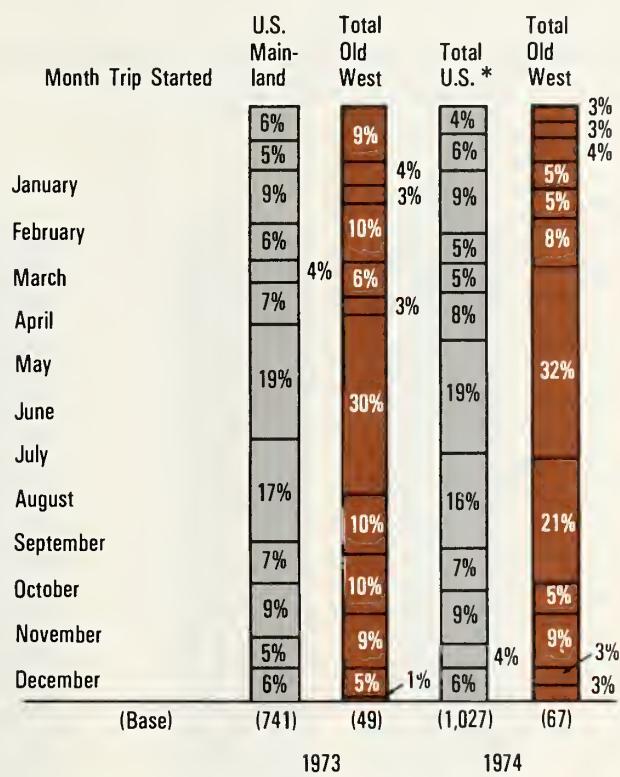


* Includes U.S. Islands.

On a monthly basis, July and August of 1974 were the two most popular months for Canadian travel to the U.S. (19% and 16% respectively). The Old West in 1974 recorded even heavier

proportional inflows of Canadian vacationers during these months, with 32% visiting this region during July and 21% coming in August.

Chart 20
**CANADIAN VACATION TRIPS TO
 THE OLD WEST IN 1974 BY
 SEASONALITY (BY MONTH)**



Note: Totals may not add to 100% due to rounding.

* Includes U.S. Islands.

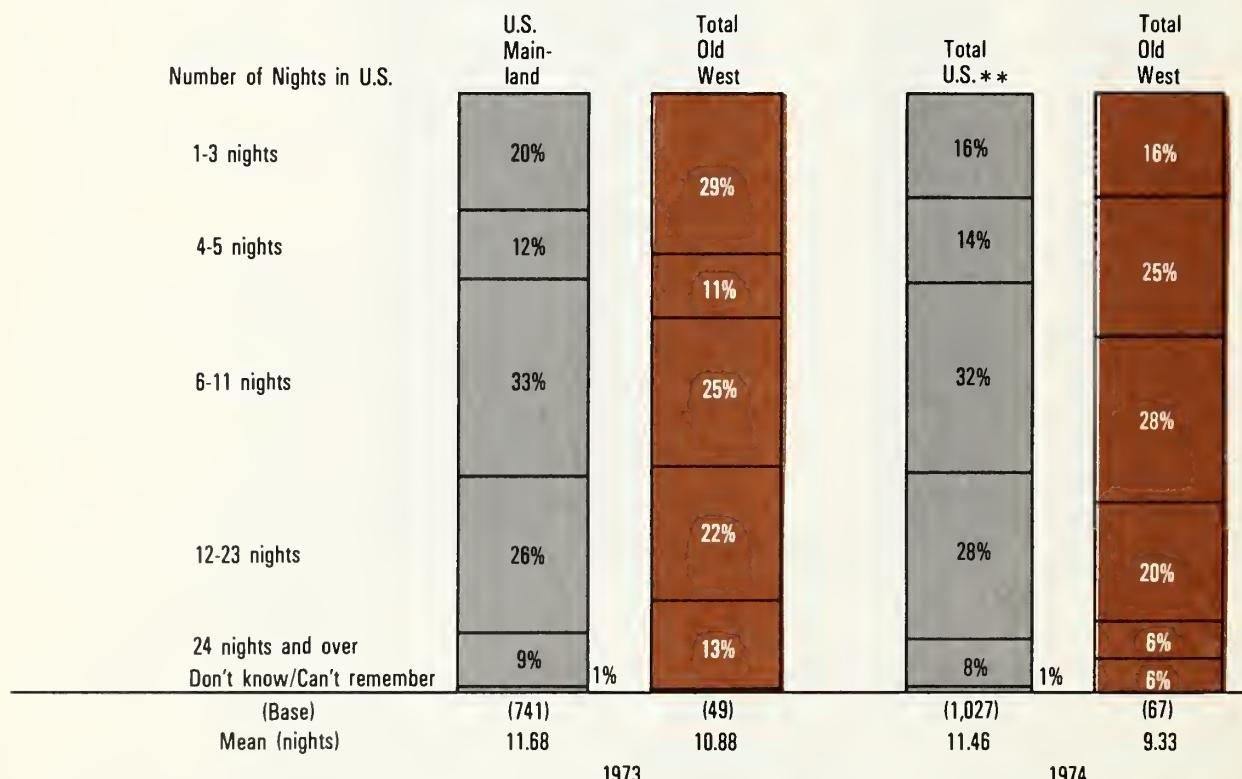
Length of Stay

In 1974, the average length of stay for Canadian vacationers in the Old West was 9.3 nights. This average was considerably shorter than the 11.5 nights recorded by the Canadian visitors to the U.S. as a whole. Relative mean comparisons show a substantial decrease (1.5 nights) in the average length of stay for Canadian vacationers to the Old West in 1974.

Between 1973 and 1974, declines were recorded in both the very short (1 to 3 nights) and very long length-of-stays (24 nights and over). Specifically, the proportion of Canadians staying in the Old West between 1 and 3 nights declined from 29% in 1973 to only 16% in 1974. Similarly, the proportion of Canadians staying 24 nights or more declined from 13% in 1973 to 6% in 1974.

Chart 21

CANADIAN VACATION TRIPS TO THE OLD WEST IN 1974 BY LENGTH OF STAY



Note: Totals may not add to 100% due to rounding.

* Less than ½ of 1%.

** Includes U.S. Islands.

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS			CANADIAN REGIONS
1. NEW ENGLAND		5. GREAT LAKES COUNTRY	9. ISLANDS
Connecticut		Illinois	American Samoa
Maine		Indiana	Guam
Massachusetts		Iowa	Hawaii
New Hampshire		Michigan	Puerto Rico
Rhode Island		Minnesota	Virgin Islands
Vermont		Ohio	
		Wisconsin	
2. EASTERN GATEWAY		6. OLD WEST	ATLANTIC PROVINCES
New Jersey		Colorado	Newfoundland
New York		Montana	Prince Edward Island
3. GEORGE WASHINGTON COUNTRY		Nebraska	Nova Scotia
Delaware		North Dakota	New Brunswick
District of Columbia		South Dakota	
Maryland		Utah	QUEBEC
Pennsylvania		Wyoming	
Virginia		7. FRONTIER WEST	ONTARIO
West Virginia		Arizona	
4. THE SOUTH		Kansas	PRAIRIE PROVINCES
Alabama		Missouri	Manitoba
Arkansas		New Mexico	Saskatchewan
Florida		Oklahoma	Alberta
Georgia		Texas	BRITISH COLUMBIA
Kentucky		8. FAR WEST	Other
Louisiana		Alaska	Yukon/N.W.T.
Mississippi		California	
North Carolina		Idaho	
South Carolina		Nevada	
Tennessee		Oregon	
		Washington	

DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

Vacation trip essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

Appendix B-1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74

(Prorated to equal 100%)

Regions and States	Base		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$ million)		Percent of total Canadian vacation expenditures	
			1973	1974	1973	1974	1973	1974	1973	1974
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	766,000	610,000	18%	16%	\$58	\$46	12%	7%
(Maine)	73	76	377,000	290,000	9	7	28	22	6	3
(Massachusetts)	52	51	245,000	161,000	6	4	21	15	4	2
Eastern Gateway	140	151	689,000	501,000	17	13	54	55	11	9
(New York)	118	123	555,000	384,000	13	10	44	42	9	7
(New Jersey)	33	36	173,000	138,000	4	4	17	18	3	3
George Washington Country	56	57	237,000	202,000	6	5	36	27	7	4
The South	177	211	944,000	729,000	23	19	131	166	27	26
(Florida)	150	167	783,000	514,000	19	13	123	138	25	22
Great Lakes Country	106	127	480,000	408,000	11	11	48	46	10	7
Old West	40	67	247,000	211,000	6	5	20	20	4	4
Frontier West	20	45	94,000	137,000	2	4	18	30	4	5
Far West	156	258	644,000	758,000	15	20	100	136	20	22
(California)	83	109	306,000	295,000	7	8	79	81	17	13
(Washington)	53	99	206,000	310,000	5	8	25	29	5	5
U.S. Islands	n.a.	80	n.a.	266,000	n.a.	7	n.a.	91	n.a.	14
U.S. Unspecified	15	15	73,000	55,000	2	1	18	6	4	2
Total U.S. Mainland	741	955	4,174,620	3,614,000	100%	93	483	540	100%	72
Total U.S.	n.a.	1,027	n.a.	3,880,000	n.a.	100%	n.a.	631	n.a.	100%

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

Regions and States	Base		Average number of persons per trip		Average number of persons per household		Average number of nights spent in U.S.
	1973	1974	1973	1974	1973	1974	
New England	155	173	2.50	2.53	1.70	1.65	9.5
(Maine)	73	76	2.61	2.73	1.70	1.71	8.7
(Massachusetts)	52	51	2.39	2.20	1.70	1.51	9.9
Eastern Gateway	140	151	2.49	2.38	1.56	1.66	9.8
(New York)	118	123	2.38	2.24	1.51	1.64	9.6
(New Jersey)	33	36	2.66	2.75	1.69	1.71	12.7
George Washington Country	56	57	2.14	2.55	1.56	1.63	14.3
The South	177	211	2.70	2.48	1.56	1.60	16.4
(Florida)	150	167	2.64	2.21	1.56	1.63	16.7
Great Lakes Country	106	127	2.29	2.31	1.68	1.67	10.5
Old West	49	67	2.55	2.26	1.56	1.78	10.9
Frontier West	20	45	2.38	2.18	1.63	1.51	22.4
Far West	156	258	2.09	2.11	1.54	1.52	14.8
(California)	83	109	1.87	1.95	1.51	1.47	20.5
(Washington)	53	99	1.97	2.25	1.61	1.71	12.1
U.S. Islands	n.a.	80	n.a.	2.39	n.a.	1.51	n.a.
U.S. Unspecified	15	15	2.49	2.65	2.49	1.68	12.7
Total U.S. Mainland	741	955	2.46	2.36	1.60	1.60	11.7
Total U.S.	n.a.	1,027	n.a.	2.36	n.a.	1.59	n.a.

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74—Con.

Regions and States	Base		Daily trip expenditures per vacation party		Daily trip expenditures by vacation party		Per Capita expenditures for trip		Daily per capita trip expenditures	
	1973		1974		1973		1974		1973	
New England	155	173	\$313	\$303	\$33	\$37	\$125	\$120	\$13	\$15
(Maine)	73	76	331	345	38	46	127	126	15	17
(Massachusetts)	52	51	319	326	34	32	133	144	14	14
Eastern Gateway	140	151	348	392	36	48	140	165	14	20
(New York)	118	123	336	350	35	45	141	156	15	20
(New Jersey)	33	36	449	591	35	51	169	215	13	19
George Washington Country	56	57	501	544	35	39	234	213	16	15
The South	177	211	730	910	45	52	270	367	16	21
(Florida)	150	167	788	895	47	48	298	405	18	22
Great Lakes Country	106	127	348	376	33	41	152	163	14	18
Old West	49	67	373	408	34	44	146	181	13	19
Frontier West	20	45	782	727	35	46	329	333	15	21
Far West	156	258	498	545	34	47	238	258	16	22
(California)	83	109	675	738	33	44	361	378	18	23
(Washington)	53	99	332	309	27	38	169	137	14	17
U.S. Islands	n.a.	80	n.a.	1,350	n.a.	88	n.a.	565	n.a.	37
U.S. Unspecified	15	15	664	420	52	30	267	158	21	11
Total U.S. Mainland	741	955	438	518	37	46	178	219	15	19
Total U.S.	n.a.	1,027	n.a.	570	n.a.	50	n.a.	242	n.a.	21

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)	Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household		
		1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974			
Expenditures in U.S. only:																
Total	(741)	(1,027)	483	570	178	242	37	50	15	21	11.7	11.5	2.46	2.36	1.60	1.65
Residence:																
Atlantic Provinces	(55)	(38)	376	373	153	170	40	40	16	18	9.3	9.3	2.27	2.20	1.59	1.53
Quebec	(201)	(259)	480	515	195	197	37	41	15	16	13.1	12.6	2.55	2.61	1.61	1.66
French Quebec	(135)	(163)	454	624	185	222	34	49	14	17	13.2	12.7	2.66	2.81	1.63	1.72
English Quebec	(65)	(57)	535	515	217	259	41	48	17	24	13.1	10.7	2.18	1.99	1.54	1.49
Ontario	(301)	(405)	474	589	193	250	42	53	17	23	11.3	11.1	2.25	2.30	1.55	1.52
Prairies	(89)	(158)	312	516	127	247	29	45	12	22	10.8	11.4	2.24	2.09	1.56	1.50
British Columbia	(92)	(162)	376	624	153	318	35	58	14	29	10.7	10.8	2.16	1.96	1.51	1.47
City of residence: [*]																
Vancouver	n.a.	(100)	n.a.	652	n.a.	n.a.	n.a.	62	n.a.	n.a.	10.5	n.a.	n.a.	n.a.	n.a.	1.38
Calgary/Edmonton	n.a.	(48)	n.a.	695	n.a.	n.a.	n.a.	58	n.a.	n.a.	12.0	n.a.	n.a.	n.a.	n.a.	1.44
Winnipeg	n.a.	(37)	n.a.	477	n.a.	n.a.	n.a.	31	n.a.	n.a.	15.3	n.a.	n.a.	n.a.	n.a.	1.38
Toronto	n.a.	(153)	n.a.	515	n.a.	n.a.	n.a.	51	n.a.	n.a.	10.1	n.a.	n.a.	n.a.	n.a.	1.48
Montreal	n.a.	(124)	n.a.	599	n.a.	n.a.	n.a.	40	n.a.	n.a.	15.1	n.a.	n.a.	n.a.	n.a.	1.57
English	n.a.	(40)	n.a.	419	n.a.	n.a.	n.a.	31	n.a.	n.a.	10.7	n.a.	n.a.	n.a.	n.a.	1.49
French	n.a.	(52)	n.a.	815	n.a.	n.a.	n.a.	44	n.a.	n.a.	18.6	n.a.	n.a.	n.a.	n.a.	1.68
Other	n.a.	(32)	n.a.	459	n.a.	n.a.	n.a.	31	n.a.	n.a.	14.8	n.a.	n.a.	n.a.	n.a.	1.30
Community size:																
Urban	(625)	(896)	455	557	185	249	38	50	16	21	11.9	11.7				
Rural	(116)	(131)	338	455	137	193	32	45	13	19	10.6	10.2				

^{*}Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)	1973	1974	Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip	
				1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
	Male	Female	(376)	(476)	460	624	187	264	41	55	17	23	11.3	11.3	11.6
Sex:			(365)	(551)	412	519	167	220	34	45	14	19	12.1	12.1	11.6
Age:															
18 to 29			(263)	(304)	391	519	159	220	38	50	15	21	10.3	10.5	
30 to 39			(125)	(194)	413	604	168	256	42	63	17	27	9.9	9.6	
40 to 49			(129)	(205)	478	572	194	242	51	60	21	25	9.4	9.5	
50 and over			(224)	(323)	490	601	199	255	31	41	13	17	15.6	14.8	
Language:															
French Quebec			(136)	(165)	455	634	185	269	34	48	14	21	13.2	13.1	
Rest of Canada			(605)	(862)	434	557	176	230	38	50	16	21	11.3	11.2	
Marital status:															
Single			(220)	(277)	372	539	151	228	34	45	14	19	10.8	12.0	
Married			(452)	(608)	478	590	194	250	42	56	17	24	11.3	10.5	
Separated/Widowed/Divorced			(70)	(142)	405	550	165	233	24	39	10	16	17.2	14.3	
Family composition:															
Adults only			(413)	(640)	431	582	175	247	33	46	13	20	13.1	12.6	
Have children under 18			(328)	(387)	446	551	181	233	45	57	18	24	9.9	9.7	
Socio economic level:															
Upper			(245)	(299)	590	692	240	102	47	65	19	10	12.5	10.6	
Upper middle			(166)	(223)	426	628	173	266	37	52	15	22	11.4	12.0	
Middle			(121)	(206)	408	467	166	198	38	45	16	19	10.7	10.3	
Lower middle			(107)	(165)	312	477	127	202	31	37	13	16	10.1	12.9	
Lower			(102)	(135)	257	504	104	214	19	40	8	17	13.2	12.5	

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	(Base)	Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		1973	1974	1973	1974	1973	1974
		1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974						
Occupation:																			
Prof./Sales/White collar	(330)	(456)	505	600	205	254	45	56	18	24	11.2	10.8							
Skilled labor	(198)	(230)	365	551	148	233	41	59	17	25	8.8	9.3							
Unskilled labor	(34)	(62)	383	532	156	225	32	53	13	22	12.0	10.1							
Farmer	(18)	(22)	347	377	141	160	40	34	16	14	8.6	11.2							
Student	(8)	(30)	312	384	127	163	39	33	16	14	8.0	11.6							
Retired/Pensioned	(62)	(108)	518	607	211	257	28	38	11	16	18.5	15.8							
Other	(67)	(93)	295	592	120	251	18	37	7	15	16.8	16.2							
Education (Attended or completed):																			
University	(86)	(149)	606	516	246	219	45	50	18	21	13.4	10.4							
Technical/Preparatory	(61)	(91)	396	672	161	285	44	49	18	21	8.9	13.6							
High school	(187)	(260)	409	619	166	262	34	54	14	23	12.2	11.4							
Elementary school	(47)	(72)	268	694	109	294	29	42	12	18	9.1	16.5							
Accommodation:																			
Owned	(483)	(633)	454	578	185	245	42	52	17	22	10.9	11.2							
Rented	(238)	(383)	415	568	169	241	31	47	13	20	13.3	12.0							
Type of dwelling:																			
Detached/Semi-Detached	(499)	(666)	449	580	183	246	41	53	17	23	11.0	10.9							
Town house/Other Attached	(112)	(127)	409	602	166	255	31	51	13	21	13.0	11.9							
House	(117)	(216)	441	513	179	217	33	39	14	16	13.2	13.2							
Apartment	(13)	(19)	189	718	77	304	14	71	6	30	13.1	10.1							

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	(Base)	Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
		1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974		
Purpose of trip:															
Visiting friends or relatives ..	(252)	(344)	375	309	178	153	29	30	14	15	13.1	10.3	2.11	2.02	1.56
Staying at a vacation spot ..	(234)	(383)	588	788	219	314	45	62	17	25	13.1	12.6	2.68	2.51	1.67
City sightseeing/shopping ...	(176)	(235)	413	617	188	243	38	61	17	24	10.8	10.1	2.20	2.54	1.56
Rural activities	(192)	(268)	415	548	156	219	33	53	12	21	12.7	10.4	2.66	2.50	1.69
Other	(145)	(215)	434	624	181	242	41	57	17	22	10.6	11.0	2.40	2.58	1.52
Purpose of trip and season:															
June to September:															
Visiting friends/relatives ..	(115)	(188)	293	295	136	135	29	36	13	17	10.2	8.1	2.16	2.18	1.60
Staying at a vacation spot ..	(104)	(188)	413	552	154	208	39	52	14	20	10.7	10.6	2.68	2.65	1.77
City sightseeing	(93)	(127)	302	503	143	193	38	61	18	24	7.9	8.2	2.11	2.61	1.63
Rural activities	(121)	(167)	296	405	113	159	31	45	12	18	9.4	9.0	2.62	2.55	1.71
Other	(67)	(105)	306	567	136	216	35	58	15	22	8.8	9.7	2.25	2.63	1.48
October to May:															
Visiting friends/relatives ..	(136)	(156)	435	327	211	179	28	25	14	14	15.5	12.9	2.06	1.83	1.53
Staying at a vacation spot ..	(130)	(194)	727	1,023	271	432	48	70	18	29	15.0	14.7	2.68	2.37	1.59
City sightseeing	(83)	(109)	544	753	237	307	39	61	17	25	14.0	12.3	2.30	2.45	1.49
Rural activities	(71)	(101)	632	778	230	323	35	61	13	25	18.2	12.8	2.75	2.41	1.64
Other	(78)	(110)	543	685	212	271	45	56	18	22	12.0	12.3	2.52	2.53	1.56
Main mode of transport:															
Car	(481)	(497)	377	427	147	167	36	44	14	17	10.4	9.7	2.57	2.56	1.69
Plane	(171)	(397)	690	811	371	403	48	58	26	29	14.5	13.9	1.86	2.01	1.43
Bus	(63)	(96)	268	455	92	195	23	43	8	18	11.5	10.7	2.90	2.33	1.41
Train	(10)	(10)	155	383	85	180	16	31	9	15	9.8	12.4	1.83	2.13	1.27
Motor Camper	n.a.	(24)	n.a.	437	n.a.	140	n.a.	42	n.a.	13	n.a.	10.4	n.a.	3.13	n.a.
Other	(40)	(30)	405	646	138	201	23	49	8	15	17.7	13.1	2.93	3.21	1.55

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	(Base)	Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household
		1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	
<i>Month trip started:</i>														
December to March	(192)	(262)	543	567	216	405	35	55	14	26	15.7	2.51	2.14	1.56
April to May	(75)	(104)	518	625	230	264	37	56	16	23	14.1	11.3	2.25	2.37
June to September	(376)	(524)	331	444	137	182	35	46	15	19	9.4	9.6	2.42	2.44
October to November	(98)	(137)	544	479	205	195	52	44	19	18	10.7	10.8	2.70	2.46
<i>Nights spent in U.S.:</i>														
1-5	(233)	(308)	159	245	63	103	51	74	20	31	3.1	3.3	2.54	2.39
6-11	(242)	(334)	368	535	146	220	46	68	18	28	8.0	7.9	2.52	2.43
12-17	(138)	(217)	662	880	265	373	47	63	19	27	14.0	13.9	2.50	2.36
18 and over	(120)	(153)	834	934	379	432	25	29	11	13	33.0	32.1	2.50	2.16

Note: If the average number of persons per trip is not provided the national average of 2.46 persons for 1973 and 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

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